

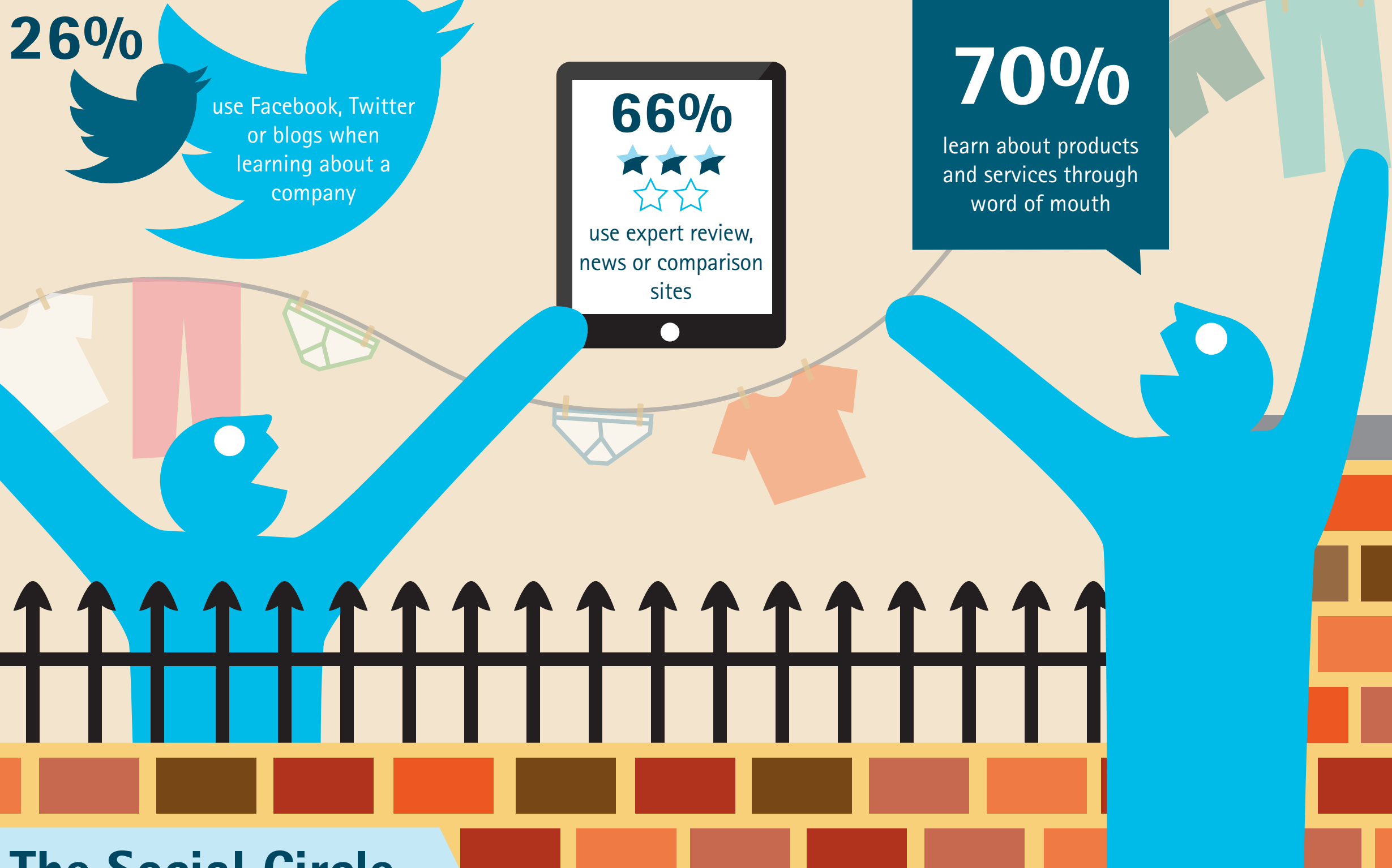
The changing consumer dynamic

The world has changed. The shift in control from organisations to consumers has never been so pronounced. Consumers are vocal in their likes and, of course, dislikes and have the power to say what, where, when and how. They demand more, and are quick to change if their expectations are not met.

As our recent Global Consumer Pulse Research and research in association with Ipsos MORI showed, they want organisations to be multi-channel, yet they're concerned about the use of their data and are less willing to converse socially with brands than you might imagine. This is the world of the consumer and their ever changing interactions, expectations and points of view.

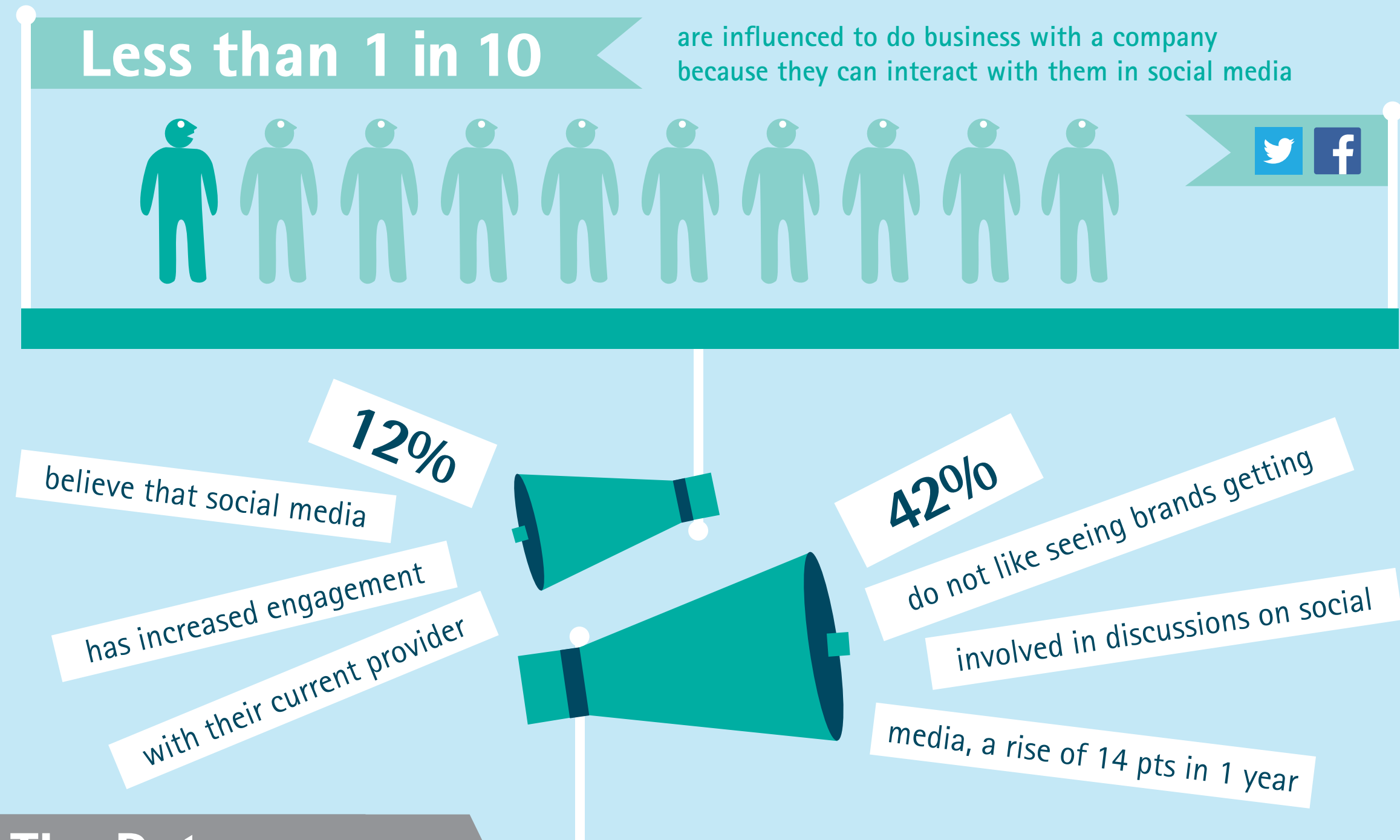
The Community

'Word of mouth' and 'expert' sources provide information and help consumers make decisions about products and services.



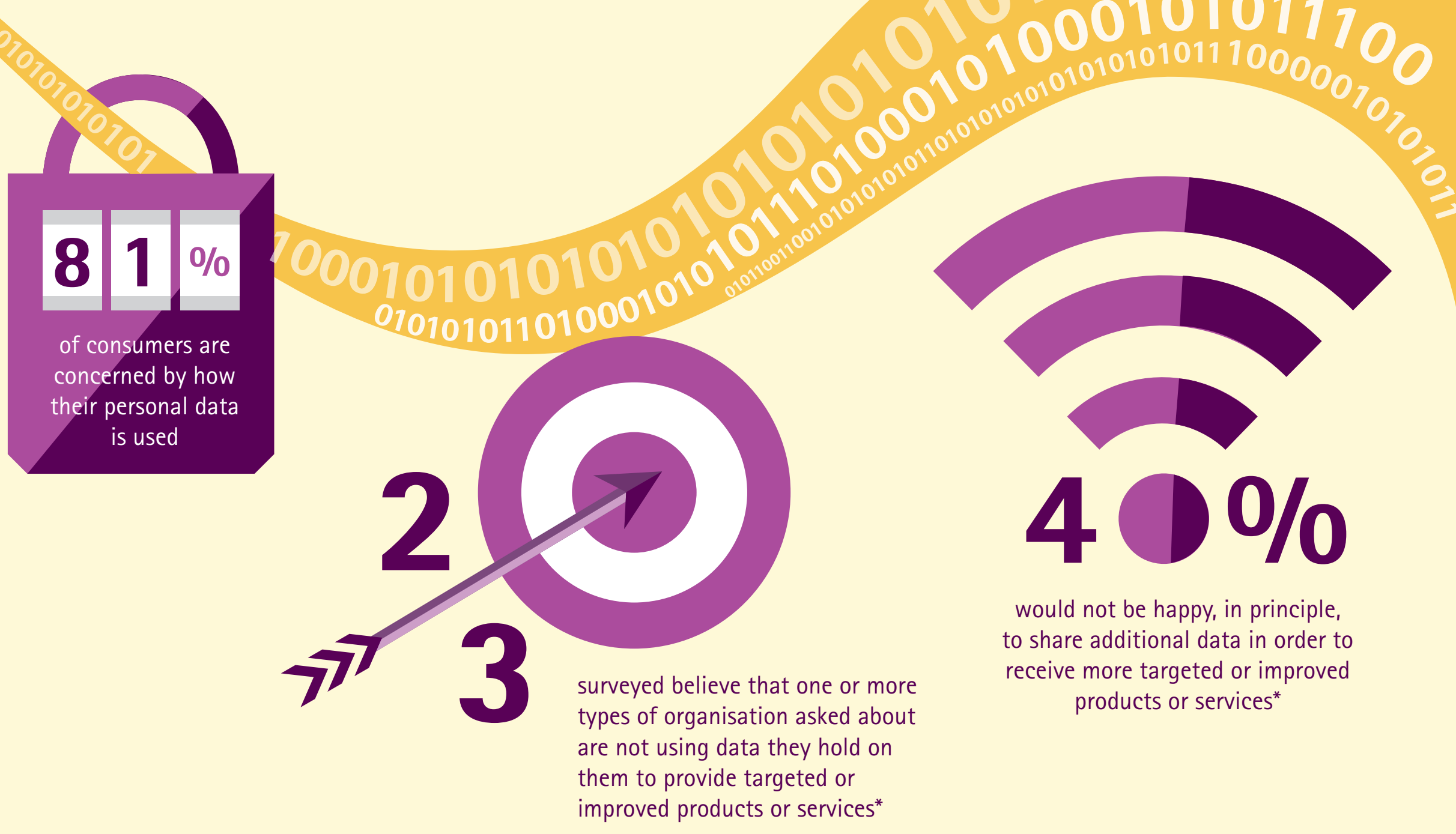
The Social Circle

While information is gathered from various sources, there's still ambiguity about direct dialogue with brands in the social space.



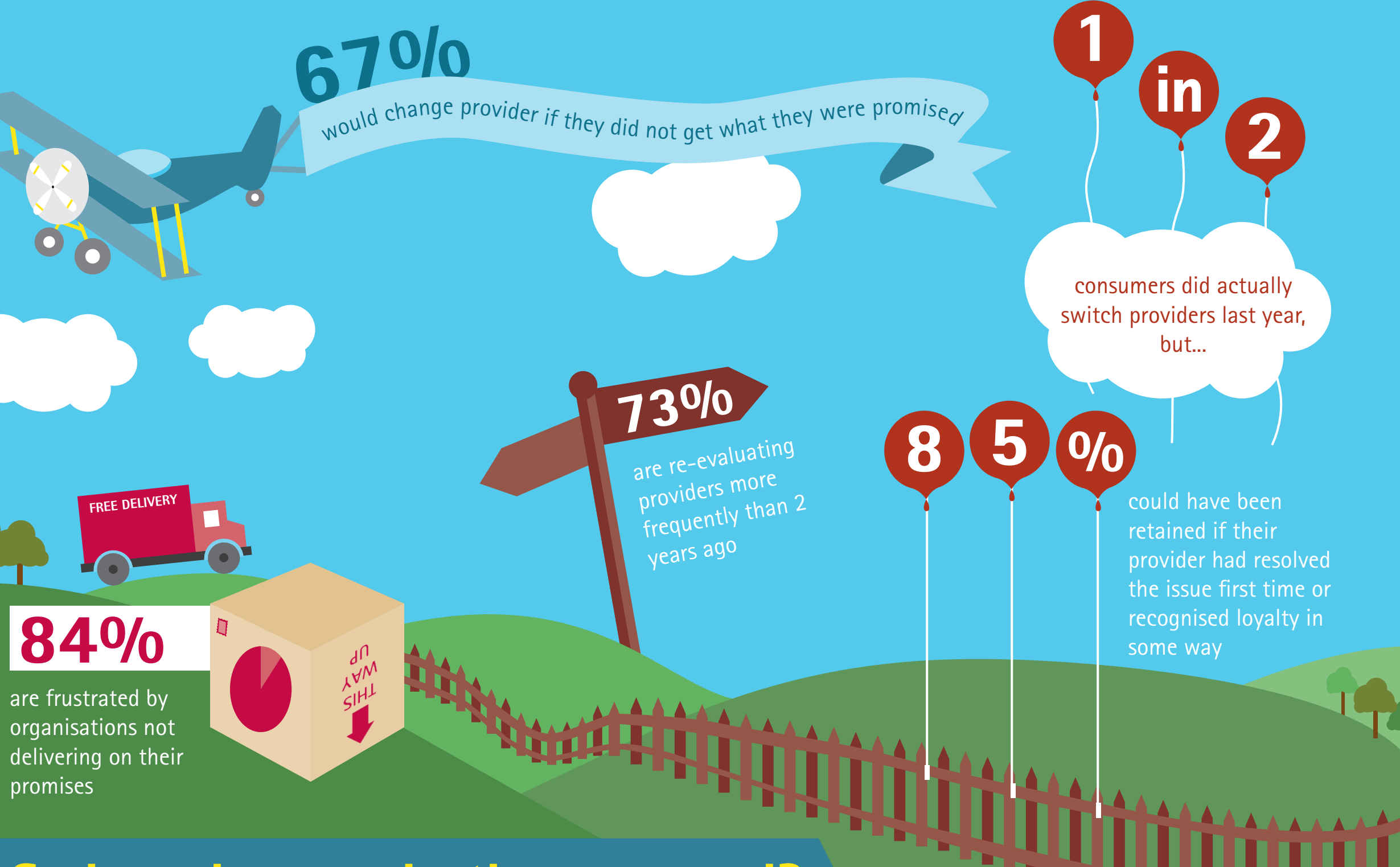
The Data

There's still considerable unease about the use of personal data, and therefore a reluctance to allow further sharing of information.



The Expectations

There is a great sense of frustration at organisations who don't deliver on their promises – and that has led to consumers switching providers. However, it's clear that loyalty can be gained if organisations live up to expectations.



So how do organisations respond?

We believe that companies can better connect with consumers through the following five recommendations:

Earn trust through recommendation

Listen and respond to consumer preferences

Be transparent about data

Deliver on promises, every time

Focus on building a lasting relationship

For more insights into this ever changing world, visit Click.

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